Moving Lighting Forward, in *Light* of EISA

ENERGY STAR Partner Meeting
November 8, 2011
Current Situation

- New EISA legislation to go into effect
  - New product introduced into retail
  - Certain product will disappear
  - New product labeling
  - Concerns about customer confusion
Happy Birthday to the LIGHT BULB!

130 Years Still Glowing

Oct. 22!

The Big Day
October 22, 1881...
Tom Edison and his team, working with dogged determination, finally perfected a light bulb that was safe to use, economical for everyone to buy and Made in the USA.

We might still be in the dark ages without our trusty little light bulbs!

Happy Birthday Light Bulbs, and thanks for being here, otherwise WE wouldn't be here to provide all the fantastic Lighting now available to everyone at The Purple Buildings!
Qualitative Research Project

• Research objectives:
  1. Customer knowledge, preferences, and buying decisions about lighting products
  2. Customer understanding of EISA and the new federal lighting label
  3. Marketing and educational needs of customers during the transition to more efficient lighting

• Experienced Users vs Novices
  – Total of 103 consumers across MA and RI
Key Findings: Reactions to EISA

- Viewed as a limiting choice by both groups
  - *Experienced* - accepting of EISA; confident that comparable options will be available
  - *Novices* - more uncertain about:
    - EISA’s impact on them
    - Their ability to find the "right" lighting
      - Suggested buying lower wattage bulbs
Key Findings: Label Perceptions

- Mercury concerned them
  - *Experienced* more educated
- Felt more information needed on
  - Mercury levels and proper disposal
  - Lumens
Key Findings: Awareness Gaps

- Not aware of, or clearly understand, legislation
- Lack of awareness in the variety of bulbs
- Watts to lumens translation
- Mercury content and cleanup
Implications for Marketing & Communications

- Objectives in new EISA era:
  - Protect CFL market share
  - Leverage market changes to drive additional share for CFLs
  - Seed market for LEDs
Recommendations

- Launch educational campaign
  - Leverage distinct messaging and tactics to engage different audiences
  - Aggressive sales promotions
  - Include topic of mercury and proper disposal

- Provide supplemental information to the new label
Any Questions?

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